

Subject: Re: Re: Holiday planboundary="Apple-Mail=_3D5FC5BB-94BC-4D1C-8F24-0FA7AF0F7894"
From: "Michael Lamb" <michael@downtownnews.com>
Date: 11/16/2016 03:55 PM
To: "Henna Sherzai" <HSherzai@downtownla.com>

Hey

You said you would have a decision today so I thought I would check in....

Michael Lamb
Account Executive
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<http://www.ladowntownnews.com/>
michael@ladowntownnews.com

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On Nov 15, 2016, at 3:14 PM, Henna Sherzai wrote:

That's great, thanks!

From: Michael Lamb [mailto:michael@downtownnews.com]
Sent: Tuesday, November 15, 2016 3:03 PM
To: Henna Sherzai <HSherzai@downtownla.com>
Subject: Re: Holiday plan

There are 11,000 subscribers and the open rate averages 30%

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On Nov 15, 2016, at 11:48 AM, Henna Sherzai wrote:

Can you let me know subscribers and open rates for the two eblasts below? Thanks!

From: Dawn Eastin [<mailto:dawn@downtownnews.com>]
Sent: Thursday, November 10, 2016 2:45 PM
To: Henna Sherzai <HSherzai@downtownla.com>
Cc: Michael Lamb <michael@downtownnews.com>
Subject: Re: Holiday plan

Based on our conversation today, I have updated the Holiday campaign without the BID as a partner in the Downtown For The Holidays section.

Please keep in mind that we have an early art deadline for the issue of 11/28, we would need your artwork by Tuesday November 22 because of the Thanksgiving holiday.

Holiday Campaign \$6900

- 2/3 page ad in our 11/28, 12/5 and 12/12 issue
- 2 ads per week (11/28, 12/5 and 12/12) on our daily news e-blast - Top ad
- 1 ad per week (12/1, 12/8 and 12/15) Thursday Calendar e-blast

Daily news e-blast availability per week. This is what is available as of today.

11/28 - Monday, Wednesday, Thursday & Friday (please pick two days that you

want us to reserve)

12/5 - Monday & Thursday (since there are only two slots that week we will book both for you as soon as you give us the go)

12/12 - Wednesday, Thursday & Friday (please pick two days that you want us to reserve)

*Dawn Eastin
General Manager
L.A. Downtown News
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On Nov 9, 2016, at 4:11 PM, Dawn Eastin wrote:

Hi...thanks for the call today.

Based on your goal of driving traffic to DowntownLA.com/Holiday and making sure we get you included in the Downtown For The Holidays section I have put together the following. I have customized a package for the Holidays section to make sure you get a 2/3 page and the story in your \$7000 budget.

Holiday Campaign

- 1 article in the Downtown For The Holidays section (focusing on DowntownLA.com/Holiday and general features of the District)
- 2/3 page ad in our 11/28, 12/5 and 12/12 issue
- Logo on cover of Downtown For The Holidays section 12/5
- 1 social media (article) post during December
- 2 ads per week (11/28, 12/5 and 12/12) on our daily news e-blast - Top ad
- 1 ad per week (12/1, 12/8 and 12/15) Thursday Calendar e-blast

Daily news e-blast availability per week.

11/28 - Monday, Wednesday, Thursday & Friday (please pick two

days that you want us to reserve)

12/5 - Monday & Thursday (since there are only two slots that week we will book both for you as soon as you give us the go)

12/12 - Wednesday, Thursday & Friday (please pick two days that you want us to reserve)

Let me know if you have any questions or would like to change or see other options.

Dawn

*Dawn Eastin
General Manager
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On Nov 8, 2016, at 3:53 PM, Henna Sherzai wrote:

Hello!

In advance of the call tomorrow I wanted to share a couple of things. We have \$7,000 in the budget to advertise with the goal of driving traffic to DowntownLA.com/Holiday. I know we'll want to run ads the week of 11/28, 12/5, and 12/12. I'm not sure this leaves any dollars for the incremental shopping guide but we can discuss tomorrow.

Thanks,
Henna

Henna Sherzai

Director of Marketing & Communications

[<image001.png>](#)

Downtown Center Business Improvement District

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Call: 213-416-7515 | Fax: 213-624-0858

Web: DowntownLA.com

[<image002.jpg>](#) [<image003.jpg>](#) [<image004.jpg>](#)